

## SEMINOLE COUNTY GOVERNMENT AGENDA MEMORANDUM

**SUBJECT:** International Council of Central Florida Tourist Tax Agreement

**DEPARTMENT:** Economic Development

**DIVISION:** Tourism Development

**AUTHORIZED BY:** William McDermott

**CONTACT:** Fran Sullivan

**EXT:** 2906

**MOTION/RECOMMENDATION:**

Approve and authorize the Chairman to execute an agreement with International Council of Central Florida (ICCF) in the amount of \$6,400.00 to assist with advertising and promoting the International Visitor Leadership Program to promote Seminole County.

County-wide

William McDermott

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**BACKGROUND:**

The International Council of Central Florida (ICCF) provides logistic support to the International Visitor Leadership Program of the U.S. Department of State. ICCF provides Seminole County with over 500 professional/business room nights per year with over 300 visitors and 70 escorts staying an average of four nights in Seminole County hotels. In addition, the program fosters international friendships and goodwill between program participants and local citizens.

Tourist tax funds will be used to assist with production of a marketing tool to be distributed to various international visitors, embassies and consuls as well as approximately 120 national program officers. The marketing tool will contain press kits and information about Seminole County tourism. Additionally, Seminole County will receive representation in several professional publications, promotional brochures and ICCF's web site.

The TDC recommends this expenditure, and funds are appropriated in Tourism Development's 08-09 promotional budget.

**STAFF RECOMMENDATION:**

Staff recommends that the Board approve and authorize the Chairman to execute an agreement with International Council of Central Florida (ICCF) in the amount of \$6,400.00 to assist with advertising and promoting the International Visitor Leadership Program to promote Seminole County.

**ATTACHMENTS:**

1. Agreement

**Additionally Reviewed By:**

☒ County Attorney Review ( Ann Colby )

**INTERNATIONAL COUNCIL OF CENTRAL FLORIDA  
TOURIST TAX FUNDING AGREEMENT**

**THIS AGREEMENT** is made and entered this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_, by and between **SEMINOLE COUNTY**, a political subdivision of the State of Florida, whose address is Seminole County Services Building, 1101 East First Street, Sanford, Florida 32771, hereinafter referred to as "COUNTY", and **THE INTERNATIONAL COUNCIL OF CENTRAL FLORIDA**, whose mailing address is Post Office Box 915408, Longwood, Florida 32779, hereinafter referred to as "ICCF".

**W I T N E S S E T H:**

**WHEREAS**, the Florida State Legislature enacted *Section 125.0104, Florida Statutes*, known as the Local Option Tourist Development Act in response to the growing need of Florida counties to provide additional revenue sources for tourist development to stimulate the local economy; and

**WHEREAS**, the voters of Seminole County approved by referendum, the imposition of the Tourist Development Tax on transient rental accommodations in Seminole County; and

**WHEREAS**, the COUNTY, in coordination with the Tourist Development Council, appropriated Tourist Development Tax revenues to assist in advertising and promoting the International Visitor Leadership Program (the "Project") to promote tourism in Seminole County.

**NOW, THEREFORE**, in consideration of the mutual understandings and agreements set forth herein, the COUNTY and ICCF agree as follows:

**Section 1. Term.** The term of this Agreement is from the date of its execution by the parties through September 30, 2009, unless earlier terminated, as provided herein.

**Section 2. Termination.** This Agreement may be terminated by either party at any time, with or without cause, upon not less than

thirty (30) days written notice to the other party, as provided for herein, or, at the option of the COUNTY, immediately in the event that ICCF fails to fulfill any of the terms, understandings or covenants of this Agreement. The COUNTY shall not be obligated to pay for any services provided or costs incurred by ICCF after ICCF has received notice of termination. Upon said termination, ICCF shall immediately refund to the COUNTY, or otherwise utilize as the COUNTY directs, any unused funds provided hereunder.

### **Section 3. Services.**

(a) ICCF shall use funds from this Agreement to promote the Project as described in Exhibit "A" attached hereto and incorporated herein by reference.

(b) The Seminole County Convention and Visitors Bureau logo, with a telephone number, website address, and approved promotional copy, must appear on all promotional material for which reimbursement will be requested, including but not limited to all electronically transmitted materials.

(c) ICCF shall submit proposed advertisement and promotional copy to the COUNTY for review and approval prior to publication. Advertising and promotional copy that has not been approved by the COUNTY shall not be eligible for reimbursement.

(d) Promotional packages sent out by ICCF for the Project must contain a list of all Seminole County hotels, provided by the Seminole County Convention and Visitors Bureau. No other hotel list may be included in the promotional packet. All such promotional packets must be approved by the COUNTY prior to distribution in order to qualify for reimbursement.

(e) In order to qualify for reimbursement under this Agreement, ICCF must submit written proof of liability coverage to the COUNTY upon

execution of this Agreement.

(f) Year-end statistics for room nights and economic impact must be submitted to the COUNTY with final request for reimbursement.

(g) ICCF shall be required to have and maintain a website for the purpose of promoting tourism in Seminole County. Said website shall be linked to the Seminole County Tourism website ([www.visitseminole.com](http://www.visitseminole.com)) and such link shall be maintained throughout the duration of this Agreement.

(h) Failure to comply with or failure to meet the requirements of said Section, including time deadlines, shall result in termination of this Agreement and forfeiture of all financial assistance rendered to ICCF by the COUNTY pursuant to this Agreement.

#### **Section 4. Liability and Insurance.**

(a) **Liability.** COUNTY, its Commissioners, officers, employees and agents shall not be deemed to assume any liability for the acts, omissions and negligence of ICCF, its officers, employees, and agents in the performance of services provided hereunder; and ICCF hereby agrees to fully and completely indemnify, insure, and hold harmless the COUNTY from and against any liability, of whatsoever type or nature, howsoever arising, relating, in any way, to the acts or omissions of ICCF and its officers, members, agents, and employees.

(b) **Insurance.**

(1) ICCF shall furnish the COUNTY with a Certificate of Insurance signed by an authorized representative of the insurer evidencing the insurance required by this Section (Commercial General Liability). The COUNTY, its officials, officers, and employees shall be named additional insured under the Commercial General Liability policy. The Certificate of Insurance shall provide that the COUNTY shall be given not less than thirty (30) days written notice prior to the

cancellation or restriction of coverage. Until such time as the insurance is no longer required to be maintained by ICCF, ICCF shall provide the COUNTY with a renewal or replacement Certificate of Insurance not less than thirty (30) days before expiration or replacement of the insurance for which a previous certificate has been provided.

(2) The Certificate shall contain a statement that it is being provided in accordance with the Agreement and that the insurance is in full compliance with the requirements of the Agreement. In lieu of the statement on the Certificate, ICCF shall, at the option of the COUNTY, submit a sworn, notarized statement from an authorized representative of the insurer that the Certificate is being provided in accordance with the Agreement and that the insurance is in full compliance with the requirements of the Agreement.

(3) In addition to providing the Certificate of Insurance, if required by the COUNTY, ICCF shall, within thirty (30) days after receipt of the request, provide the COUNTY with a certified copy of each of the policies of insurance providing the coverage required by this Section.

(4) Neither approval by the COUNTY or failure to disapprove the insurance furnished by ICCF shall relieve ICCF of ICCF's full responsibility for performance of any obligation including ICCF's indemnification of COUNTY under this Agreement.

(5) Insurance Company Requirements. Insurance companies providing the insurance under this Agreement must meet the following requirements:

(A) Companies issuing policies must be authorized to conduct business in the State of Florida and prove same by maintaining Certificates of Authority issued to the companies by the Department of

Insurance of the State of Florida.

(B) In addition, such companies other than those authorized by Section 440.57, Florida Statutes, shall have and maintain a Best's Rating of "A" or better and a Financial Size Category of "VII" or better according to A.M. Best Company.

(C) If, during the period which an insurance company is providing the insurance coverage required by this Agreement, an insurance company shall: 1) lose its Certificate of Authority, or 2) fail to maintain the requisite Best's Rating and Financial Size Category, ICCF shall, as soon as ICCF has knowledge of any such circumstance, immediately notify the COUNTY and immediately replace the insurance coverage provided by the insurance company with a different insurance company meeting the requirements of this Agreement. Until such time as ICCF has replaced the unacceptable insurer with an insurer acceptable to the COUNTY, ICCF shall be deemed to be in default of this Agreement.

(6) Specifications. Without limiting any of the other obligations or liability of ICCF, ICCF shall, at ICCF's sole expense, procure, maintain, and keep in force amounts and types of insurance conforming to the minimum requirements set forth in this Section. Except as otherwise specified in the Agreement, the insurance shall become effective prior to the commencement of the event and shall be maintained in force until the Agreement completion date. The amounts and types of insurance shall conform to the following minimum requirements.

(A) Commercial General Liability.

(1) ICCF's insurance shall cover ICCF for those sources of liability which would be covered by the latest edition of the standard Commercial General Liability Coverage Form (ISO Form CG 00 01),

as filed for use in the State of Florida by the Insurance Services Office, without the attachment of restrictive endorsements other than the elimination of Coverage C, Medical Payment and the elimination of coverage for Fire Damage Legal Liability.

(2) The minimum limits to be maintained by ICCF (inclusive of any amounts provided by an Umbrella or Excess policy) shall be as follows:

	<u>LIMITS</u>
General Aggregate	\$Three (3) Times the Each Occurrence Limit
Personal & Advertising Injury Limit	\$1,000,000.00
Each Occurrence Limit	\$1,000,000.00

(7) Coverage. The insurance provided by ICCF pursuant to this Agreement shall apply on a primary basis and any other insurance or self-insurance maintained by the COUNTY or the COUNTY's officials, officers, or employees shall be excess of and not contributing with the insurance provided by or on behalf of ICCF.

(8) Occurrence Basis. The Commercial General Liability required by this Agreement shall be provided on an occurrence rather than a claims-made basis.

**Section 5. Billing and Payment.** The COUNTY hereby agrees to provide financial assistance to ICCF up to a maximum sum of SIX THOUSAND FOUR HUNDRED AND NO/100 DOLLARS (\$6,400.00) for all services provided hereunder by ICCF during the term of this Agreement in accordance with the project budget and requirements set forth in Exhibit "A". Qualified expenditures are reimbursable upon:

(a) Receipt by the COUNTY of a Request for Funds form, attached hereto and incorporated herein as Exhibit "B", from ICCF requesting all or part of the above amount. The Request for Funds form shall be completed properly and documentation attached including original or



copies of invoices and canceled checks. Such request by ICCF shall only be for services specifically provided or herein necessary to serve Seminole County. Failure to comply with this requirement shall result in termination of this Agreement and forfeiture of all financial assistance granted to ICCF under this Agreement.

(b) Verification by the Seminole County Tourism Development Director that ICCF is providing the services for which reimbursement is sought and has complied with the reporting requirements contained hereinafter;

(c) The final Request for Funds form shall be accompanied by a detailed report of the economic impact on the COUNTY resulting from the Project; and

(d) Payment requests shall be sent to:

Original: Director  
Seminole County Tourism Development  
1230 Douglas Avenue, Suite 116  
Longwood, Florida 32779

Duplicate: Director, Department of Finance  
Seminole County Services Building  
1101 East First Street  
Sanford, Florida 32771

(e) Reimbursement shall be contingent upon ICCF's compliance with the requirements as stated in Exhibit "A".

**Section 6. Reporting Requirements.** In the performance of this Agreement, ICCF shall maintain books, records, and accounts of all activities in compliance with normal accounting procedures. ICCF shall transmit and certify interim records with each Request for Funds form submitted to the COUNTY. Each Request for Funds form shall detail costs incurred as referenced in Exhibit "A". ICCF shall submit an interim Narrative Progress Report form, attached hereto and incorporated herein as Exhibit "C", with each Request for Funds form. Additionally, ICCF shall submit a final Narrative Progress Report form and a financial

report within ninety (90) days of project completion or lapse or termination of this Agreement.

**Section 7. Non-Allowable Costs.** The purpose for which Tourist Development Tax grant funds are provided to ICCF shall not duplicate programs for which monies have been received, committed, or applied for from another source. The monies provided hereunder shall be expended only for the activities or purposes set forth in Exhibit "A". Non-reimbursable expenditures include, but are not limited to, legal, engineering, accounting, auditing, planning, marketing, feasibility studies, or other consulting services; real property or capital improvements; interest reduction in deficits and loans; prize money, scholarships, awards, plaques or certificates; private entertainment, lodging, food and beverages; and wages, salaries, administrative or travel expenses other than those appearing, if any, in Exhibit "A".

**Section 8. Unavailability of Funds.** ICCF acknowledges that Tourist Development Tax revenues are the source of funding for this Agreement and that no other COUNTY revenues shall or may be utilized to meet the COUNTY's obligations hereunder. If, for whatever reason, the funds pledged by the COUNTY to this program should become unavailable, this Agreement may be terminated immediately, at the option of the COUNTY, by written notice of termination to ICCF as provided hereinafter. The COUNTY shall not be obligated to pay for any services provided or costs incurred by ICCF after ICCF has received such notice of termination. In the event there are any unused COUNTY funds, ICCF shall promptly refund those funds to the COUNTY, or otherwise use such funds as the COUNTY directs.

**Section 9. Access to Records.** ICCF shall allow the COUNTY, its duly authorized agent, and the public access to such of ICCF's records as are pertinent to all services provided hereunder, at reasonable times

and under reasonable conditions for inspection and examination in accordance with Florida Statutes.

**Section 10. Liaison.** ICCF shall submit the originals of the Request for Funds form, the Narrative Progress Report form, and any other required reports or correspondence to the following:

Director  
Seminole County Tourism Development  
1230 Douglas Avenue, Suite 116  
Longwood, FL 32779

**Section 11. Notices.** Whenever either party desires to give notice unto the other, it shall be given in writing by certified United States mail, with return receipt requested, and sent to:

**For COUNTY:**

Director  
Seminole County Tourism Development  
1230 Douglas Avenue, Suite 116  
Longwood, FL 32779

**For ICCF:**

Charles Rahn, CCO  
International Council of Central Florida  
PO Box 915408  
Longwood, FL 32779



Either of the parties may change, by written notice as provided above, the person or address for receipt of notice.

**Section 12. Assignments.** Neither party to this Agreement shall assign this Agreement, nor any interest arising herein, without the written consent of the other.

**Section 13. Entire Agreement.**

(a) It is understood and agreed that the entire Agreement of the parties is contained herein and that this Agreement supersedes all oral agreements and negotiations between the parties relating to the subject matter hereof as well as any previous agreements presently in effect between the parties relating to the subject matter hereof.

(b) Any alterations, amendments, deletions, or waivers of the provisions of this Agreement shall be valid only when expressed in writing and duly signed by the parties.

**Section 14. Compliance with Laws and Regulations.** In providing all services pursuant to this Agreement, ICCF shall abide by all statutes, ordinances, rules, and regulations pertaining to, or regulating the provisions of, such services, including those now in effect and hereafter adopted. Any violation of said statutes, ordinances, rules, or regulations shall constitute a material breach of this Agreement, and shall entitle the COUNTY to terminate this Agreement immediately upon delivery of written notice of termination to ICCF as provided hereinabove.

**Section 15. Conflict of Interest.**

(a) ICCF agrees that it will not engage in any action that would create a conflict of interest in the performance of its obligations pursuant to this Agreement with the COUNTY or which would violate or cause others to violate the provisions of *Part III, Chapter 112, Florida Statutes*, relating to ethics in government.

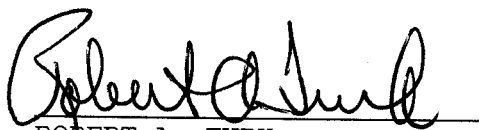
(b) ICCF hereby certifies that no officer, agent or employee of the COUNTY has any material interest (as defined in *Section 112.312(15), Florida Statutes*, as over 5%) either directly or indirectly, in the business of ICCF to be conducted here, and that no such person shall have any such interest at any time during the term of this Agreement.

(c) Pursuant to *Section 216.347, Florida Statutes*, ICCF hereby agrees that monies received from the COUNTY pursuant to this Agreement will not be used for the purpose of lobbying the Legislature or any other State or Federal agency.

IN WITNESS WHEREOF, the parties to this Agreement have caused their names to be affixed hereto by the proper officers thereof for the purposes herein expressed on the day and year first above written.

ATTEST

INTERNATIONAL COUNCIL OF  
CENTRAL FLORIDA, INC.



ROBERT A. TURK  
Interim President

[CORPORATE SEAL]

By:

  
MAXWELL S. STEWART  
Executive Director

Date:


10-24-08

ATTEST:

BOARD OF COUNTY COMMISSIONERS  
SEMINOLE COUNTY, FLORIDA

MARYANNE MORSE  
Clerk to the Board of  
County Commissioners of  
Seminole County, Florida

By:

  
Bob Dallari, Chairman

Date:

For the use and reliance  
of Seminole County only.

Approved as to form and  
legal sufficiency.

As authorized for execution by  
the Board of County Commissioners  
at their \_\_\_\_\_, 20\_\_\_\_  
regular meeting.

County Attorney

AEC/lpk  
9/30/08

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Attachments:

- Exhibit "A" - Project Application
- Exhibit "B" - Request for Funds Form
- Exhibit "C" - Narrative Progress Report Form

EXHIBIT A

**TOURISM DEVELOPMENT COUNCIL**  
**REQUEST FOR FUNDS**  
**FISCAL YEAR 2008-2009**

**PART II APPLICATION FOR FUNDS**  
**TOURIST DEVELOPMENT SPONSORSHIP**  
**FY 2008-09**

THE FOLLOWING QUESTIONS MUST BE ANSWERED IN FULL.

**I. GENERAL INFORMATION**

TO ASSIST US IN EVALUATING THE IMPACT OF YOUR EVENT ON SEMINOLE COUNTY AND TO BETTER UNDERSTAND WHAT SUPPORT YOU ARE REQUESTING, THE FOLLOWING QUESTIONS MUST BE ANSWERED COMPLETELY. DO NOT SKIP ANY INFORMATION WHICH APPLIES TO YOUR EVENT.

1. NAME OF ORGANIZATION: International Council of Central Florida

2. ADDRESS: PO Box 915408

STREET

CITY: Longwood

STATE: FL ZIP: 32791

PHONE: 407-321-1136

FAX: 407-321-1138 EMAIL: max\_stewart@iccfvip.com

3. NAME OF EVENT/PROJECT: International Visitor Leadership Program

DATE OF EVENT: Oct 08-Sept 09 LOCATION OF EVENT: Seminole County

DESCRIPTION OF EVENT: Professional Exchange Visitors

4 CONTACT PERSON: Max Stewart, Executive Director

5. ORGANIZATION'S CHIEF OFFICIAL Robert Turk, Interim President

TITLE

ADDRESS (IF DIFFERENT FROM ABOVE)

STREET

CITY

STATE ZIP

PHONE

FAX

EMAIL

6. AMOUNT REQUESTED \$ 6400

7. INTENDED USE OF FUNDS:

☐ BID GUARANTEE

☒ PROMOTION/MARKETING

8. PLEASE ATTACH AN **ITEMIZED** MARKETING PLAN DETAILING HOW TOURIST TAX DOLLARS WILL BE SPENT TO PROMOTE THIS EVENT, INCLUDING, BUT NOT LIMITED TO PRINT ADVERTISING (BROCHURE/FLYER, MAGAZINE, NEWSPAPER), RADIO/TV, INTERNET OR OTHER MEDIA.

NOTE: ADVERTISING MUST TARGET AUDIENCES TO ATTRACT OVERNIGHT VISITORS TO SEMINOLE COUNTY. DRIVE-DISTANCE MARKETING WILL BE CONSIDERED LOCAL ADVERTISING AND IS NOT ELIGIBLE FOR REIMBURSEMENT.

9. BE SURE TO HAVE YOUR CHIEF CORPORATE OFFICER SIGN THE APPLICATION AND YOUR SECRETARY AFFIX THE CORPORATE SEAL ON PAGE .



**International Council of Central Florida  
2008-2009**

**MARKETING PLAN FOR TOURISM FUNDS**

**Marketing and Advertising:**

**\$6,400**

1. Production of an ICCF market tool with TDC/Seminole County logo and information including Logo and press kit.

***Design \$700***

***Print \$3900***

2. Distribution of market tool to 135+ visitors, embassies, and consuls.

***Distribution \$500***

3. Distribution of market tool to 119 National program officers.

***Distribution \$100***

4. Representation in National IVLP Monthly, Australian American Association, Association of International Practical Training, Institute for International Education, and International Educators Quarterly.

***National IVLP Monthly (free)***

***Association of International Practical Training (Semi-Annual) \$1,200***

***Institute for International Education (free)***

**Value Added:**

International Council of Central Florida will also distribute promotional brochures at all National and Regional International Visitors conferences, and will advertise Seminole County link on its website (more than 1400 website visitors each month).

International Council of Central Florida marketing and media releases sent to all major publications, cities, to include Seminole County as a sponsor of the International Visitors and Professional Business Members. International Council will provide professional appointments, visa and travel services, logistical services, event placement located in Seminole County to bring professionals from around the world to this area.

***ICCF provides Seminole County – with over 500 professional/business room nights a year with over 300 visitors and 70 escorts staying an average of 4 nights!***

***\*Costs based on 2008 estimates***



## II. DETAILS ON YOUR ORGANIZATION:

In narrative form please describe your organization in the following areas. Use a separate sheet to complete these questions in detail.

- (1) What are your organization's goals and objectives?
- (2) What services does your organization provide?
- (3) How will your organization monitor expenditure of funds?
- (4) How will your event bring additional visitors and hotel room nights to Seminole County?
- (5) What is your organization's experience in managing sponsorships and grants?

**Provide three (3) years of this event's history, if applicable.**

Previous Event: International Visitor Leadership Program  
Date: Oct 07-Sept 08      Location: Seminole County  
Contact Name/Phone: Max Stewart, Executive Director 407-321-1136  
# Out-of-State Participants: 123      Room Nights: 478      Economic Impact: \$380,000

Previous Event: International Visitor Leadership Program  
Date: Oct 06-Sept 07      Location: Seminole County  
Contact Name/Phone: Max Stewart, Executive Director  
# Out-of-State Participants: 132      Room Nights: 466      Economic Impact: \$367,000

Previous Event: International Visitor Leadership Program  
Date: Oct 05-Sept 06      Location: Seminole County  
Contact Name/Phone: Max Stewart, Executive Director  
# Out-of-State Participants: 87      Room Nights: 369      Economic Impact: \$294,000

- (1) *What are your organization's goals and objectives?* The International Council of Central Florida is a non-profit 501c3 working on the International Visitor Leadership Program of the U.S Department of State. The mission of ICCF is to bring International Visitors to the Central Florida area for a professional experience in Seminole County. The goal of ICCF is to let members of the local community experience an international friendship and possibly understand both the local area and the rest of the world better. We want visitors to maintain relationships with local citizens.
- (2) *What services does your organization provide?* Logistical support to the International Visitor Leadership Program including; trip organization, event coordination, meeting arrangement, and professional exchanges.
- (3) *How will your organization monitor expenditure of funds?* Independent CPA firm which handles expenses and auditing for our organization.
- (4) *How will your event bring additional visitors and hotel room nights to Seminole County?* By bidding on projects our program can bring anywhere from 1 to 25 visitors who will stay an average of 4-6 nights per trip. These are professional visitors who stay in Seminole County hotels, including Embassy Suites Altamonte, Hampton Inn and Suites Heathrow, Hilton Garden Inn Lake Mary, Lake Mary Heathrow Marriott
- (5) *What is your organization's experience in managing sponsorships and grants?* We have managed a grant for the state of Florida, Federal government, and local community grants since our inception in 1965.

**III. EVENT INFORMATION (Use additional sheets where necessary.)**

(1) NAME OF EVENT: International Visitor Leadership Program

(2) LOCATION OF EVENT: Seminole County

(3) DATE(S) OF EVENT: Oct 08- Sept 09

NUMBER OF DAYS: 365

(4) HAVE FACILITIES BEEN SECURED? YES ☒ NO ☐

(5) SPECIAL SITE REQUIREMENTS? YES ☐ NO ☒  
IF YES, PLEASE GIVE DETAILS

(3) EVENT OWNER (IF OTHER THAN YOUR ORGANIZATION)  
NAME:

ADDRESS:

PHONE:

(4) HOW WILL THIS EVENT CONTRIBUTE TO A POSTIVE IMAGE FOR SEMINOLE COUNTY? This program will host official journalists and leaders from other countries in Seminole County for 3-5 day tours with professionals in both business and government.

(5) DOES THIS EVENT HAVE FUTURE IMPLICATIONS, SPIN-OFFS, OR OTHER CONSIDERATIONS? The project will have other program other programs as directed by the embassies overseas.

(6) PROJECTED NUMBER OF:

LOCAL PARTICIPANTS: 1100

LOCAL GUESTS: 400

OUT-OF TOWN PARTICIPANTS: 130-160

OUT-OF-TOWN GUESTS: 100-120

OUT-OF-TOWN MEDIA: 65

(7) TOTAL NUMBER OF HOTEL ROOMS REQUIRED IN SEMINOLE COUNTY FOR EVENT: 470-520

(8) PROVIDE THE ESTIMATED DIRECT ECONOMIC IMPACT ON SEMINOLE COUNTY FROM YOUR EVENT. **(PLEASE COMPLETE ECONOMIC IMPACT CALCULATION FORM. (A COPY OF THIS FORM IN EXCEL FORMAT IS AVAILABLE ON [www.visitseminole.com](http://www.visitseminole.com))**

# TOTAL EVENT BUDGET

PLEASE COMPLETE THE FOLLOWING EXPENSE AND INCOME SUMMARIES IN  
DETAIL

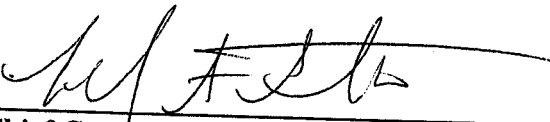
PROJECTED EXPENSES		
	IN-KIND *	CASH
Travel		
Housing		
Food		
Sanction Fees		
Site Fees		
Rights/Guarantee Fees		
Officials		
Awards		
Equipment		
Rentals	7,200	
Insurance		2,100
Security		
Labor		29,000
Marketing/Promotions		6,400
Administrative Costs	2,100	
Other Expenses (LIST BELOW)		
Total In-Kind Expense	9,300	
Total Cash Expense		37500
TOTAL EXPENSE		46800

\* Definition of In Kind Expense: An In Kind Expense is the use of an In Kind Contribution received from a Contributor who makes an In Kind Contribution.




## CERTIFICATION

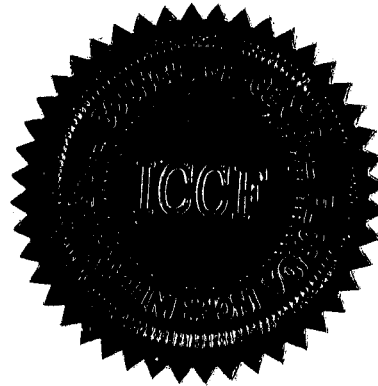
I have reviewed this Application for Funds from the Tourist Development Council for FY 2007-08. I am in full agreement with the information contained herein. To the best of my knowledge, the information contained in this Application and its attachments are accurate and complete.

  
\_\_\_\_\_  
Chief Corporate Officer

7-01-08  
Date

Seal

  
\_\_\_\_\_  
Corporation Secretary/President  
8/14/08  
Date



# LOCAL IMPACT AND BENEFITS

INTERNATIONAL COUNCIL OF CENTRAL FLORIDA,  
INC.

## SEMINOLE COUNTY

### Economic Impact (2007 - 2008)

★ <b><u>U.S. Department of State International Visitor Program</u></b> The International Council of Central Florida, Inc. hosted 130 visitors and 19 officers in 2007-2008 who received a per diem of \$178 and stayed in the community for 549 days. (Figure does not include visitors' personal expenditures on gifts, souvenirs, and other miscellaneous items.)	\$172,585
★ <b><u>Local and State Grant Money</u></b> Local and State grant money that comes to, and is spent in Central Florida each year in support of the International Council of Central Florida, Inc. activities and programs, including the U.S. Department of State International Visitor Program.	\$,000
★ <b><u>Federal Grant Money</u></b> Federal grant money that comes to, and is spent in Central Florida each year in support of the International Council of Central Florida, Inc. activities and programs, including the U.S. Department of State International Visitor Program.	\$26,456
★ <b><u>Corporate, Individual, Foundation, and Special Fundraising Contributions</u></b> Local financial and in-kind contributions from corporations, foundations, and individuals provide thousands of dollars of support in the form of grants, monetary contributions, in-kind donations, home hospitality and gifts through special fundraising events.	\$34,450
★ <b><u>Volunteer Support</u></b> An estimated 3,537 hours of volunteer time is donated by trustees, interns, and community volunteers (professional resources, organizations, and home hosts) of the International Council of Central Florida, Inc.. The value of these hours is estimated at \$64,621. Independent Sector calculates the average value of each hour of volunteer time at \$18.27 for 2005.	\$64,621

### Economic Impact in Seminole County

\$298,112

This information has been compiled from Annual Reports submitted to the National Council for International Visitors (NCIV) by its community member organizations for FY 2006. NCIV is a national network of program agencies and 95 community-based organizations committed to bridging cultures and building mutually beneficial relationships through person-to-person international exchanges. These nonprofit groups design and implement professional programs and provide cultural activities and home hospitality opportunities for foreign leaders, specialists, and international scholars.

EXHIBIT "B"  
REQUEST FOR FUNDS

SEMINOLE COUNTY TOURISM DEVELOPMENT  
1230 DOUGLAS AVENUE, #116, LONGWOOD FL 32779

EVENT NAME \_\_\_\_\_

ORGANIZATION \_\_\_\_\_

STREET ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

NAME OF CONTACT \_\_\_\_\_ CONTACT TELEPHONE \_\_\_\_\_

CONTACT E-MAIL \_\_\_\_\_

EVENT DATE FROM \_\_\_\_\_ TO \_\_\_\_\_

REQUEST # \_\_\_\_\_

( ) INTERIM REPORT ( ) FINAL REPORT

TOTAL CONTRACT AMOUNT \$ \_\_\_\_\_

<u>EXPENSE</u>	<u>BUDGET</u>	<u>REIMBURSEMENT REQUESTED</u>
_____	_____	_____
_____	_____	_____
TOTALS	_____	_____

(For Final Report only)  
Please complete the following:

#of Hotels used \_\_\_\_\_

#of Hotel room nights \_\_\_\_\_

#of out-of-town participants \_\_\_\_\_

#of out-of-town fans \_\_\_\_\_

#of out-of-town media \_\_\_\_\_

Total direct economic impact \$ \_\_\_\_\_

NOTE: Furnishing false information may constitute a violation of applicable State and Federal laws.

CERTIFICATION OF FINANCIAL OFFICER: I certify that the above information is correct based on our official accounting system and records, consistently applied and maintained and that the cost shown have been made for the purpose of and in accordance with, the terms of the contract. The funds requested are for reimbursement of actual cost made during this time period.

SIGNATURE \_\_\_\_\_ TITLE \_\_\_\_\_



**Exhibit C**  
**Seminole County - Economic Impact**

	Quantity	Multiplier	Event days	TOTALS
How much will event organizers spend locally?				
How many adult out-of state participant days expected?		\$ 152.00		\$ -
How many adult out-of state spectator days expected?		\$ 152.00		\$ -
How many out-of state media/professional days expected?		\$ 152.00		\$ -
How many youth out-of state participant days are expected?		\$ 76.00		\$ -
How many youth out-of state spectator days are expected?		\$ 76.00		\$ -
How many in state participant/spectator/media/ professionals expected?		\$ 68.00		\$ -
What is the expected event-site spending?				
What other expenditures, if any, are anticipated?				
<b>TOTAL DIRECT IMPACT =</b>				\$ -
Total output economic impact:	Direct Impact	Divider	Multiplier	
Total earnings impact:	\$ -		1.5	\$ -
Total employment impact:	\$ -	1,000,000	0.57	\$ -
			22	\$ -
		Non-Taxable		
	Direct Impact	Sales	Sales Tax Rate	
<b>STATE SALES TAX GENERATED:</b>	\$ -		0.06	\$ -
		State Sales Tax	Florida DOR	
		Generated	Disbursement	
<b>STATE SALES TAX REIMBURSED TO COUNTY:</b>		\$ -	0.09653	\$ -
		Non-Taxable	Option Sales	
	Direct Impact	Sales	Tax Rate	
<b>COUNTY LOCAL OPTION SALES TAX:</b>	\$ -		0.01	\$ -
		Approximate Hotel	Average Room	
	Estimated Rooms	Rooms Secured	Rate Per Night	
<b>TOTAL HOTEL IMPACT:</b>	Estimated Nights In Town			\$ -
	Total Hotel			
<b>COUNTY RESORT TAX RECOUPED:</b>	Impact		Resort Tax Rate	
	\$ -		0.03	\$ -
<b>TOTAL RESORT TAX &amp; STATE SALES TAX RECOUPED BY COUNTY:</b>				\$ -
<b>RENTAL COSTS OF FACILITIES OWNED &amp; RECOUPED BY THE COUNTY:</b>				\$ -
<b>RENTAL COSTS OF FACILITIES OWNED &amp; RECOUPED BY THE CITY:</b>				\$ -
<b>BID FEES AND COSTS ASSOCIATED TO THE EVENT PAID BY THE COUNTY:</b>				\$ -
<b>BID FEES AND COSTS ASSOCIATED TO THE EVENT PAID BY THE CITY:</b>				\$ -
<b>APPROXIMATE REVENUE RECOUPED BY THE COUNTY ON THE EVENT:</b>				\$ -